



U.S. SMALL BUSINESS ADMINISTRATION
WASHINGTON, DC 20416

DATE: March 10, 2005

TO: Prospective Applicants (Please add DUNs# must be included for all grants)

FROM: Office of Veterans Business Development (OVBD)

SUBJECT: SBA Program Announcement No. OVBD-2005-002, Veteran's Business Outreach Centers (VBOC) Program to provide long term training, counseling and mentoring to benefit small business concerns owned and controlled by eligible Veterans

Under authority of Section 8(b)(17) of the Small Business Act (15 U.S.C. Section 637(b)(17), the U.S. Small Business Administration plans to issue Federal cooperative awards, subject to availability of Federal funds, to eligible non profit organizations to Provide outreach, assessment, long term counseling, training and Management and Technical Assistance services to Veterans, Service Disabled Veterans and Members of Reserve components of the US Military. **You must submit an application and proposal electronically on www.grants.gov.** Prepare the technical proposal in double-spaced format and in no more than 50 pages including exhibits and appendices. The government will not return proposals, but will retain them for a limited period of time.

The closing date for this program announcement is, Tuesday, April 12, 2005, 5:00pm Eastern time.

VBOC grant recipients will be required to meet the standards for financial management systems as described in the Office of Management and Budget's (OMB) Circular A-110, Subpart C, sections .21 through .28.

Questions concerning this program announcement should be directed to Ramona Peyton at (202) 619-1690. Questions about budget or funding matters should be directed to Carol Greenfield at (202) 205-7090.

Sincerely,

Sharon Gurley, Director
Office of Procurement and Grants Management

VETERANS' BUSINESS OUTREACH CENTER (VBOC) PROGRAM
ANNOUNCEMENT NO. OVBD-2005-002

TO PROVIDE OUTREACH, ASSESSMENT, LONG TERM COUNSELING, TRAINING,
COORDINATED SERVICE DELIVERY REFERRALS, MENTORING & NETWORK
BUILDING, PROCUREMENT ASSISTANCE AND E-BASED ASSISTANCE TO BENEFIT
SMALL BUSINESS CONCERNS AND POTENTIAL CONCERNS OWNED AND
CONTROLLED BY VETERANS, SERVICE-DISABLED VETERANS AND MEMBERS OF
RESERVE COMPONENTS OF THE US MILITARY

U.S. SMALL BUSINESS ADMINISTRATION
OFFICE OF VETERANS' BUSINESS DEVELOPMENT

OPENING DATE: March 10, 2005

CLOSING DATE: April 12, 2005

ANNOUNCEMENT NO. OVBD-2005-002

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SECTION A

INTRODUCTION, PURPOSE AND PROGRAM REQUIREMENTS

I. Introduction

The U.S. Small Business Administration (SBA) plans to issue Federal cooperative agreement awards to eligible nonprofit organizations to conduct Veteran's Business Outreach Center (VBOC) projects. The projects are to provide outreach, assessment, long and short-term business training, counseling, and other technical assistance services to veteran, service disabled veteran and US Military Reserve Component business owners and entrepreneurs. The project period is a 5-year term consisting of one base year funding with four option years.

The SBA has a proud history of helping veterans with building enterprises of their own. Helping to build enterprises is the main purpose for which SBA was founded. Today America's 25 million small businesses account for the creation of most new jobs in our nation, and employ more than half the private workforce.

Veterans have always played a special role in our country because they place themselves at risk to defend the rights, freedoms and economic opportunity we hold so dear. Many endure lifelong disabilities directly resulting from their service to America. They share a commonality of service, training, spirit and determination that lends itself to entrepreneurial success and inventiveness. Veterans find that this military experience is the training ground that teaches more than the art of war. It also instills the knowledge and skills that entrepreneurs need to succeed.

A Veteran's Business Outreach Center is a community-based project that is funded in part or wholly by the SBA through a grant. The project involves a planned scope of activities that provide business-skills development and coordination services targeted to veterans. The project must operate as a distinct unit within the recipient organization, controlling its own budget for facilities, personnel, equipment, and resources to carry out project activities. The VBOCs services must include long-term training and counseling about financial planning and access, management, public and private procurement, marketing, job creation, and planning for the event of a Federal activation. These services must benefit small businesses owned and controlled by veterans, service-disabled veterans and Reserve Component members of the US Military. All grant recipients will be required to track and report specific outcomes from their service delivery.

II. Purpose

The VBOC is designed to maximize access to, coordination of, and delivery of entrepreneurial assistance and resources from both the public and private sectors. This assistance builds on and adds to the community of successful veteran entrepreneurs, and also maximizes utilization of the full range of SBA and other entrepreneurial resources. This SBA program specifically targets the full range of veteran's who are nascent entrepreneurs, who are in the start up or early phase operation of a small business, who are successful small business owners who want to better manage or grow their business, or who are successful veteran small business owners who want to support other successful veteran entrepreneurs through mentoring and networking. The program provides outreach, assessment, long and short-term counseling and training, coordinated referrals with next step follow-up, mentoring and network building and utilization of available SBA

resources and resource partners, maximum utilization of other Federal, State and local entrepreneurial resources and agencies, veterans non-profit community organizations, local Chambers of Commerce, local entrepreneurial associations, and requires specific coordination with SBA District Offices, and where applicable, coordination with local Department of Labor Transition Assistance Programs (TAP), One Stop Work Force Investment Centers, local Department of Veterans Affairs Vocational Rehabilitation and Employment Services Offices, local or State Chapters of the National Committee for Employer Support of the Guard and Reserve (ESGR), Department Of Defense Procurement Technical Assistance Centers (PTACs), and other services as available and appropriate.

The long rang goal is to establish sustainable VBOC networks that will provide coordinated service on a one-to-one basis, in small groups settings, to large groups in organized training programs and seminars, and in specialized initiatives based on the expressed needs of the veterans. Special efforts must be made to accommodate veterans whose disabilities impede their successful participation in entrepreneurial success. Service-disabled veterans who are not able to participate in group activities must receive this service individually. Service-disabled veterans who are able to participate in groups shall participate in group activities that encourage the maximum amount of individual attention. Each VBOC coordinates access to and works with available entrepreneurial resources to minimize duplicative efforts, while taking steps necessary to ensure entrepreneurial success.

OVBD anticipates selecting a minimum of three VBOC applicants for award, with a maximum funding level of \$150,000 per award. Organizations are urged to seriously consider requesting less funding than the maximum, including resources necessary to support one dedicated staff person. OVBD must attempt to reach the entire nation with very limited funding resources. Organizations are encouraged to maximize other resources to leverage limited SBA funds to create and sustain a full service business assistance program specifically for veterans. Additional SBA funds may be provided for special initiatives not contained in the initial agreement and based on availability. Special consideration will be made to VBOCs in states or metropolitan areas with large eligible veteran populations. These states include: **California, Florida, Texas, New York, Pennsylvania, Ohio, Illinois, Michigan, North Carolina, and Virginia**. The initial phase will be for one year. During this phase, the Recipient(s) will assist SBA by participating in development of a coordinated and interactive web based outreach, counseling, training and mentoring program. This will include coordination of access to available entrepreneurial resources from SBA such as District Offices, SCORE Chapters, and Small Business Development Centers, Women's Business Centers, SBA lenders and other programs and partners. OVBD will establish program standards and measure key outcomes such as businesses started or saved, funding secured, procurements secured, jobs created or retained, and amount and value of mentoring provided by successful business owners and others. Extensive communication between VBOC, SBA District Offices and the SBA Office of Veterans Business Development in Headquarters will be necessary to maximize effectiveness and to continuously improve the program.

VBOCs will be expected to coordinate with SBA District Offices, Small Business Development Centers (SBDCs), Women's Business Centers (WBC) and SCORE Chapters to collaboratively, coordinate their efforts to expand services and avoid duplication. When the VBOCs are located in communities with these resource partners, the VBOCs will coordinate with them in offering training and other forms of assistance to their clients. In communities where the VBOC is not

physically located, coordinated referrals with follow-up is expected. VBOCs are encouraged to fully utilize the resources of other Federal, State and local government, academic and private sector programs, entrepreneurial associations and others concerned with aiding small businesses in order to provide seamless and coordinated business development assistance.

III. Definitions

SBA uses standard definitions to describe the services of its entrepreneurial development Resource partners. This information is provided to help you respond to this program announcement. Numerous changes to client definitions for counseling, training and online-counseling and online-training have been made to these definitions for Federal fiscal year 2005. A summary of those definitions and requirements follows. A more comprehensive list of definitions is provided in Attachment A.

Definitions Matrix

(With requirements)

D=Definition

R=Requirement

Counseling (D)	Services provided by a resource partner or SBA personnel to an individual and/or business that are substantive in nature and that relate to the formation, management, financing, and/or operation of a small business enterprise. Counseling is one-on-one and is specific to the client's individual needs, and requires the use of a signed SBA Form 641.
Counseling Session (R)	After the initial counseling session the client may return for additional business assistance.
Client (R)	The client is the business, if it exists. In the case of a prospective business, the client is the individual inquiring about starting a business.
Online Counseling (D)	Must conform to the same quality standards as person-to-person counseling. (See definition of counseling above.) The recipient of the counseling must acknowledge, through or an SBA approved "electronic substitute," the requirements imposed by accepting counseling assistance from the SBA or its resource partner.
Counting Online Counseling (R)	Counted as an email information request unless the electronic counseling meets the same standards as person-to-person counseling.
Training, Including Long-Term Training (D)	An activity or event lasting 1 hour or more in which a counselor from a resource partner or SBA district office delivers a structured program of knowledge, information, or experience on a business-related subject to 1 or more people. Long-term training will consist of multiple sessions of at least one hour and will occur over a period of time. Sign in sheets and evaluations are required for each training event.

Counting Multiple Sessions Training (R)	Training courses with multiple sessions count as one course. SBA will collect the number of sessions and attendees for each training session.
Online Training (D)	Must conform to the same quality standards as person-to-person training. (See definition of training above.)

IV. Program Overview

- A. Project Name: VETERAN'S BUSINESS OUTREACH CENTER (VBOC) PROGRAM
- B. Federal Catalog Number: 59.044
- C. Authority: Small Business Act, §§8(b)(17), 15 U.S.C. §§637(b)(17).
- D. Funding Instrument: Cooperative Agreement
- E. Funding: Funding is subject to the availability of Federal fiscal year (FY) 2005 appropriations.
- G. Funding Range: First year Federal award amounts will not exceed \$150,000 each budget period per recipient. Award amounts may vary, depending upon location, staff size, project objectives, performance and agency priorities, and additional special initiatives initiated by the Office of Veterans Business Development.
- H. Project Duration: Under this program announcement, the project period is five (5) years. The initial budget period is for 12 months, with the possibility of four additional (option) years. Further funding is subject to the availability of appropriations. Each option year will constitute a separate budget period. The project recipient's satisfactory performance, and option year funding may be based on performance, which includes the number of counseling and training sessions and other factors.
- I. Closing Time and Date for the Submission of Applications: April 12, 2005 at 5:00 P.M.
- J. Proposed project Starting Date: 60 – 90 days after closing of program announcement
- K. Proposal Evaluation: Applications will first be screened to determine if the applicant meets certain mandatory eligibility requirements. The SBA will not evaluate applicants that do not document in their application that they meet these requirements for participation in the VBOC program. In addition, applications that are incomplete, illegible, or unreadable, in whole or in part, will be deemed incomplete and will not be evaluated.
- L. Selection Process: An objective review committee (ORC) will score eligible proposals based on evaluation criteria stated in this program announcement. The ORC will include SBA officials from the areas of technical assistance and finance and Field Operations. Office of Veterans Business Development staff will review the ORC evaluations, the ORC's summary report on each applicant, and the applicants' proposals to determine the final scoring of award recipients. SBA may ask applicants for clarification on the technical and cost aspects of the proposals. Such clarifications must not be construed as a commitment to fund the proposed effort.
- M. Location (Overlap of Target Area and Services): As part of its statutory mandate for conducting the VBOC program, the SBA is charged with considering the proposed

location of potential VBOCs. In doing so, the SBA seeks to make this program available to as wide a segment of the country as possible. While the location of the proposed center is one of the factors listed in the evaluation criteria, SBA will also examine the proposed location of the VBOC center after the initial evaluation has been performed to detect any potential overlap or duplication of efforts between applicants and an existing VBOC.

If the SBA concludes that an applicant's proposed scope of services would overlap or duplicate the efforts of another applicant and both applicants score highly in the evaluation process, the agency may exercise discretion in determining how to proceed. The SBA may choose to fund the higher-ranking application and decline the other applications. In the alternative, the SBA may accept both applications after negotiating with the applicants to amend their proposed scope of services to avoid any overlap or duplication of efforts.

N. Eligible Applicants:

An eligible applicant for the VBOC program must document in its application that it:

1. a eligible applicant for the VBOC program is a responsible educational institution, private business, veteran's nonprofit community-based organization, and Federal, State and local departments and agencies for the establishment and implementation of outreach programs for veterans and service disabled veterans;
2. ensures that it will have the necessary staff, training and technical materials, computer equipment and accessible facilities to provide the services and activities of a Veteran's Business Outreach Center under the scope of this program announcement;
3. has an established organizational infrastructure with an internal financial management system that meets the standards prescribed in OMB Circular A-110, Subpart C. section .21 through .28, "Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Non-Profit Organizations." The application must include certification to verify that this requirement has been met (e.g., a written statement from a certified accountant). SBA requires VBOC recipients to have an accountant available each project year during its annual programmatic and financial examination of the VBOC. During that site visit, the accountant must certify the condition of the recipient's accounting system.
4. is responsible for hiring and employing key staff and maintaining day-to-day management of the project.

O. Ineligible Applicants:

1. Any organization with an unresolved audit by any Federal agency.
2. Any organization suspended or debarred from receiving grants or contracts from any Federal agency or is otherwise excluded from Federal non-procurement programs.
3. Any organization which has defaulted on an obligation to the United States.
4. Any organization intending to use these government funds for research.
5. Any applicant that proposes to serve as a pass-through and permit another organization to hire and employ project staff for the purpose of managing the day-to-day operations of the project.
6. Any organization intending to use this award for the purpose of profit

P. Points of Contact: Questions concerning the technical aspects of this program announcement should be directed to Ramona Peyton at (202) 619-1690. Questions concerning budget or funding of this cooperative agreement should be directed to Carol Greenfield, Agreement Officer at (202) 205-7090.

Q. Award Notification: Awardees' names may be obtained, upon request, from SBA's Office of Procurement and Grants Management.

V. SBA Involvement and Other Requirements

SBA will be involved in the following:

- A. Checking that VBOC activities conform to the requirements of the law, the program announcement, the cooperative agreement, SBA policy, and other areas agreed upon;
- B. Monitoring and overseeing the cooperative agreement and ongoing operations of the VBOC to see that Federal funds are used effectively and efficiently. This includes, but is not limited to: (1) reviewing records and files (including programmatic and financial reports); (2) reviewing procedures related to performance under this agreement; and (3) interviewing VBOC clients to determine satisfaction with VBOC services;

- C. Checking that the VBOC has adequate policies and procedures to monitor the receipt and expenditure of program income, and checking that program income was used:
 - 1) to waive tuition or other fees for project participation of economically and socially disadvantaged clients; 2) for reasonable costs related to the project for written approval of the grants officer; 3) for continuation of project activities following exhaustion of the project funds after the end of the budget period;
- D. Providing written approval of all contracts, other than those submitted as part of the proposal;
- E. Providing prior approval for the selection of all key personnel;
- F. Reviewing quarterly performance reports (including narrative and data reports) for completeness and adequacy;
- G. Referring clients to the VBOC for assistance;

Recipient Involvement

The following cooperation is required as appropriate, keeping in mind that the Applicant may provide services only to eligible veterans:

Use SBA as a resource partner and maintain close and recurring communications with the Office of Veterans Business Development.

Assist SBA with conferences and special programs for eligible veterans in their service area.

Include SBA and SBA's resource partners in outreach activities where possible.

Promote SBA programs to eligible service disabled veterans and veterans.

Promote SBA loan programs, e.g., host lending seminars, and keep track of the number of SBA and all other loans the VBOC helped secure, etc.

Openly display SBA brochures and SBA partnership posters in a prominent area at the VBOC location.

Complement, not duplicate, services provided by SBA resource partners of small business assistance.

- A.. Including the VBOC in SBA events, including conferences, workshops, speaking engagements, etc. for veteran business owners;
- B. The VBOC must provide its brochures to the District Office to market its programs Through the SBA.

- C. The VBOC must provide evidence of collaboration and coordination with SBA District Offices, other SBA Resource Partners, and other organizations involved in entrepreneurial development and assistance for veterans.
- D. The VBOC will be expected to utilize SBA program materials as necessary to ensure Coordinated delivery of entrepreneurial assistance to veterans.

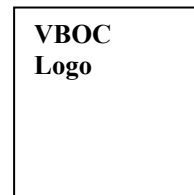
VI. Name Recognition and Requirements

A. SBA Name Recognition

The U.S. Small Business Administration (SBA) is committed to working closely with its resource partners to provide quality, customer-centric products and services that support the evolving needs of small business. The VBOC program is a technical assistance program of the SBA. Accordingly, all VBOCs are required to appropriately acknowledge SBA's support on all brochures and their web page.

It is important to the SBA that its role, identity and network of resources be clearly understood by VBOC customers. Further, SBA wants to assure that all agency and partner resources are fully leveraged, such that product duplication is avoided and sharing is prominent among and between SBA, VBOCs nation-wide, and other SBA resource partners.

All VBOC recipients must conform to the SBA guidelines, set forth below, regarding the use and prominent display of the SBA/VBOC co-branding logo in each office in the VBOC network. See co-branding sample logo below:



The co-branding logo must appear wherever logos are in use for project activities. This includes websites, all marketing products, promotion pieces, information and training materials, letterhead, newsletters, and business cards, etc. with disclaimer, as appropriate. In such cases, the SBA co-branded logo will be expressly acknowledged by using the following statement in legible, easily readable print:

"This U.S. Small Business Administration (SBA) Cooperative Agreement is partially funded by the SBA. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis."

Further, all VBOC web-homepages will feature direct links to the SBA/OVBD web page. Such links will include hyper-linking SBA's logo to SBA's website (www.sba.gov/vets) and include the placement within VBOC websites of electronic icons, provided by the

SBA, that link VBOC customers to targeted SBA resources. The use of different icons can be periodically alternated, giving customers an opportunity to learn about targeted resources, such as SBA's Start-up Guide; Small Business Training Network; Entrepreneurial Development's Training & Counseling Network; Guide to Federal Contracts for Veteran's , Financing Toolkit; e-counseling assistance, the SBA Reserve and Guard Web page, etc.

The SBA will have an unlimited license and all rights to use data, including that prepared or stored electronically, which is generated either partially or fully under this cooperative agreement, whether or not such materials are copyrighted. All VBOC developed or funded training and/or information materials, such as publications, training guides/materials, online courses, online tools, web sites, etc., must be made available to SBA. A plan for generating and sharing VBOC produced training and information materials will be prepared annually by each VBOC and reviewed by the OVBD.

Neither the co-branding logo nor the SBA logo may be used in connection with activities not related to or supported by the VBOC award for example, (fundraising activities). In addition, the grant recipient may not use the U. S. Small Business Administration's name or logo for the endorsement of any VBOC publication which contains editorial content. All such publications must have the additional following disclaimer:

This material is based on work funded in part by the U. S. Small Business Administration pursuant to cooperative Agreement No. _____. Any opinions, findings, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

In accordance with Section 504 of the Rehabilitation Act and the Americans With Disabilities Act of 1990, all notices, promotional items, brochures, publications and media announcements informing the public of events, programs, meetings, seminars, conferences and workshops sponsored or cosponsored by the SBA must include the following accessibility/accommodation notice:

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact [name, address, and phone number of person who will make the arrangements].

Any surveys or information collections to be conducted by the recipient as a requirement of the cooperative agreement are subject to the requirements of the Paperwork Reduction Act, as amended. The SBA agrees that, before requiring the recipient to conduct any surveys or information collections, it will complete the necessary requirements under the Paperwork Reduction Act. Surveys conducted by the recipient, independent of the SBA, are not subject to the Paperwork Reduction Act.

SECTION B - STATEMENT OF WORK AND EVALUATION CRITERIA

The VBOCs must employ their best efforts to ensure that their services are available to veterans in all small business populations, including those special emphasis groups such as recently discharged service-disabled veterans, minority (including Native Americans) veteran-owned, 8(a) firms in all stages, Reserve component members (Reservists and National Guard members), veterans with disabilities, veterans currently and formerly receiving public assistance, veterans living in low and moderate income urban and rural areas, and veterans located in HUB Zones (13 CFR 130.340(c)).

The applicant must indicate in its proposal how it will provide, at a minimum, the number of training and counseling sessions for its geographic area as set forth in Part II (D)(1) below. The District Office will include the VBOC's contributions and the contributions of other resource partners to achieve the goals and initiatives of the SBA.

In cooperation with SBA, Recipient must furnish the necessary personnel, materials, services except as may be otherwise provided herein by the Government, and do all things necessary to research, analyze, revise, and develop integrated program delivery approaches to provide strategic entrepreneurial development and management services to eligible veterans and small businesses owned, controlled, and operated or established by eligible veterans. The following steps of program delivery should be addressed in the delivery and coordination model proposed by the applying organization.

Outreach: How the organization plans to conduct and coordinate outreach to eligible veterans, including establishing cooperative relationships with SBA District Offices, SBA Resource Partners, and other sources of identification of veterans and potential delivery of unduplicated entrepreneurial assistance to veterans. Include a discussion of specific proposed activities to conduct both physical outreach and internet-based outreach.

Assessment: How the organization intends to assess the eligibility of veterans, and assess the demonstrated needs of the aspiring veterans entrepreneur, the Nascent Veteran entrepreneur, the Start Up veteran entrepreneur and the existing veteran business owner. Explain any special emphasis that will be directed to service-disabled veterans, small business owners who are members of Reserve components of the U.S. Military and recently or soon to be discharged military members or veterans who were injured in the War on Terrorism.

Short-Term Counseling or Training: Based on assessments of program client or potential clients, how the organization intends to deliver, or coordinate delivery of short term counseling or training for identified or requested needs. How this delivery will be evaluated, and what steps if any will be taken to ensure that the short-term needs are successfully addressed, and what steps, if any will be taken as a follow-up.

Long-Term Counseling or Training: Based on assessments of program clients or potential clients, how the organization intends to deliver, or coordinate delivery of long-term counseling or training for identified or requested needs. Discuss approaches to collaborative long-term counseling or training as a program, with program partners, and with other organizations that may be of assistance to the customer, including DVA Vocational Rehabilitation and other

government and private organizations. How will this coordination be accomplished and how will it be evaluated to ensure that the client's needs are addressed successfully.

Coordinated Service Delivery Referrals: How the organization will identify entrepreneurial assistance and delivery programs in their proposed service area, and how the organization will establish a cooperative and mutual Coordinated Service Delivery Referral System designed to maximize impacting service delivery for customers. Include approaches to assessments, coordinated referrals, follow-up services, mentoring assistance and network building.

Mentoring and Network Building: How the organization will identify and recruit successful veteran business owners and managers to assist program participants as mentors and advisors, how the organization proposes to facilitate the matching of potential mentors and program participants. How the organization proposes to value the voluntary efforts of mentors and advisors to program participants and to the operation of the program itself. Please include estimations of the number of potential mentors will be identified and participate.

Procurement Assistance: Please describe steps the program proposes to take to provide guidance, training and assistance to support service-disabled veteran and veteran-owned small businesses successfully compete for federal Prime and subcontracts and for private, State and local government procurement opportunities. Please include a discussion of building teams of veterans and service-disabled veteran owned small business to compete for such opportunities.

E-Based Outreach, Counseling and Assistance: Please describe plans for implementing internet-based outreach, assessment, e-mail counseling and coordinated referrals to local veteran entrepreneurs who geographically live a significant distance from the physical location of the VBOC. Coordinated referrals should be, where practical, to Veterans Business Development Officers located at SBA District Offices or to SBA resource partners such as SBDC, SCORE volunteers etc.

Ongoing, as Needed Coordination and Assistance for Customers: Each client of the VBOC will require a range of assistance from a simple one time counseling or referral service (with Follow-up), to a full range of assessment, counseling, training and mentoring in the long term (over a period exceeding one year). Please describe the proposed process of developing, building, and maintaining availability of ongoing entrepreneurial support services or resources for program clients. This may include periodic assessment, coordinated referrals with next step follow-up, planning for business interruptions and business mothballing or maintenance and re-invigoration following activation for Reserve and National Guard members, including support for business managers in the absence of the owner, specific and intensive Veterans Entrepreneurial Training Programs, identification and/or commitment of external resources to support veteran entrepreneurs, support for mentoring/networking efforts, access to SBA loan guarantees and other sources of financing, partnering and teaming with other small and large businesses, and assistance in estimating eligibility and helping facilitation of involvement in other small business programs such as Hub Zone, etc. This section should address the expected efforts required to develop and manage this system for more than one year, including milestones and measurable outcomes.

Government Procurement Certification Assistance: Recipients must provide eligible veteran business owners with training and counseling in applicable Federal, State or city certifications

for various business development and procurement programs. Discuss how this assistance will be provided, and discuss what assistance will be provided in preparation for the event of a protest should the small business successfully secure a government procurement opportunity. Recipients must demonstrate a plan to train eligible veterans on how to maximize their involvement in Federal, State and local government procurement programs as well as private procurement programs. Such plans should include orientation training, bid and proposal preparation, matchmaking, teaming, partnering and networking. Recipients should demonstrate how they will become familiar with the FAR Regulations and how they will help Service Disabled Veteran Owned Businesses and Veteran Owned Businesses identify timely contracting opportunities in the Federal marketplace. Recipients must coordinate procurement assistance with SBA District Offices.

Applicants are encouraged to suggest additional program activity in the context of their Proposal. Further, applicants who request less than the maximum funding should demonstrate a realistic level of services and assistance in their proposed plan.

The Applicant may also propose additional training and/or entrepreneurial programs that include specialized business services such as access to capitol, home-based businesses especially for service-disabled veterans use of technology including internet based businesses, rural-based business development, business expansion, franchising, international trade, etc.

The Applicant should discuss their planned efforts to link prepared customers with the full range of SBA lending partners, including the SBA Disaster Assistance Military Reservists Economic Injury Disaster Loan program.

The Directors of the Veterans' Business Outreach Center are required to engage in monthly conference calls with the Headquarters Grant Office Technical Representative.

Location:

The location for setting up a VBOC will be in the United States based on SBA's regional structure. Each recipient shall specify the regional locations that they will be able to service.

REGIONS	STATES
I	Maine, New Hampshire, Rhode Island, Connecticut, Massachusetts, Vermont
II	New York, New Jersey
III	Pennsylvania, Delaware, Maryland, District of Columbia, West Virginia, Virginia
IV	North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee, Kentucky
V	Wisconsin, Michigan, Ohio, Indiana, Illinois, Minnesota
VI	Oklahoma, Arkansas, Louisiana, Texas, New Mexico

VII	Iowa, Missouri, Nebraska, Kansas
VIII	Montana, North Dakota, South Dakota, Wyoming, Colorado, Utah
IX	California, Arizona, Nevada, Hawaii
X	Washington, Oregon, Idaho, Alaska

I. Evaluation Criteria.

OVERVIEW: In ten pages or less explain why you feel your proposal merits government funding from the Office of Veterans Business Development. Further, justify why your organization is the most appropriate to deliver and coordinate delivery of services to eligible veteran entrepreneurs and small business owners in your proposed regional areas.

- A. Demonstrated applicant experience and internal organizational structure in delivering Targeted and specific small business assistance to veterans. (20 Points)
- B. Demonstrated ability of Applicant to Reach a Representative Number of Veteran's who are both Veterans and Service Disabled Veterans. (10 Points)
- C. Location(s) for the Veteran's business outreach center Site Proposed by Applicant. (10 Points)
- D. Services and Activities the Applicant Plans to Offer to Start-up and Existing Small Businesses Owned or Controlled by Veteran's; and the Applicant's Ability to Assist Clients in Addressing Sustainability and Growth Issues. (20 Points)
- E. Plans for coordination with SBA and other community and small business organizations. (10 Points)
- F. Financial Capability of organization. (10 Points)
- G. Geographic Location of organization. (10 points)
- H. Experience serving as a veteran business outreach center, or providing effective and reportable entrepreneurial assistance to veterans. (20)

II. Clarification of Criteria

A. Applicant Experience and Internal Organizational Structure. (20 Points)

1. The applicant must demonstrate that the project will have the necessary staff, including full time employee(s), including the designated project director. Also the applicant must demonstrate that it will have the necessary training and technical materials, computer equipment and facilities to provide the services and activities of a veteran's business outreach center site under the scope of this program announcement.
2. The applicant must provide documentation and a description of the Organization's past experience and ongoing efforts in providing training, counseling and technical assistance to veteran current or potential entrepreneurs in the target geographic area. These services must be of the same or similar kind as described in the proposal. The applicant must demonstrate expertise in long-term and short-term training and counseling programs.
3. Applicants must state how and by whom staff will be hired, employed and administered. The applicant must identify the key management, staff, and contractors/consultants. For each of these, describe their function, expertise and experience, including expertise in conducting business development programs for veterans. To demonstrate the capacity and roles of personnel the application must include:
 - a. Resumes and position descriptions for the project director and other staff;
 - b. Entrepreneurial experience/professional background of staff, volunteers and contractors/consultants;
 - c. An organizational chart for all proposed full-time and part-time project staff and the amount of time each will devote to the project. A full-time project director is required. Grant funds (Federal and program income) cannot be used to pay for fundraising efforts. (See description of VBOC Project Director in the Glossary of Terms.)
 - d. A description of the role of contractors and outside consultants, who may provide no more than 49 percent of project services (using SBA grant funds);
 - e. A description of at least one staff or consultant function to handle ongoing program data collection and electronic reporting to SBA (include the time to be devoted to this task as well as the staff member's expertise with computers, and the Online portion of the Veteran's Business Outreach Center (OVBOC)); and
 - f. A list of board members and their fundraising or business development experience. (A board of directors must govern the administrative aspects of the project.)
4. The applicant must demonstrate that at least 51 percent of counseling, technical assistance and training will be conducted by the recipient's staff.

5. The applicant must demonstrate its ability to begin providing technical assistance activities no later than 60 days after notification of award. Within the same period, the center must have e-mail capability and access to the Internet.

B. Ability of Applicant to Reach Areas with a Representative Number of Veteran's who are both Socially and Economically Disadvantaged. (10 Points)

1. The applicant must describe in detail its plans on how it will reach a representative number of veteran's who are both socially and economically disadvantaged.
2. The applicant's plan must include a representative number of service-disabled and socially and economically disadvantaged veterans and others in its target populations. In order to demonstrate its ability to most effectively serve these population groups, the applicant must describe the makeup of its staff and how it's veteran, cultural, ethnic and linguistic backgrounds can effectively reach its anticipated clients. For instance, if the applicant will serve a largely Spanish-speaking population, many of its staff should speak Spanish in order to effectively provide services. Also, the applicant must describe plans to help veterans on welfare become self-sufficient as entrepreneurs. Local demographic data must be provided to support the target number of veteran's to receive services.
3. The applicant must also identify veterans and who are in agribusiness, in home-based businesses, in a HUB Zone, rural or urban area, or with disabilities or in other specific categories.

C. Location for the Veteran's business outreach center Site Proposed by Applicant. (10 Points)

1. The applicant must demonstrate the need for its programs in the proposed geographic area. Applicant must describe all other services for veterans entrepreneurs in the area and why it is important to use Federal funding for the proposed VBOC. The applicant must provide a narrative description of the target area to be served-- geographic size, population numbers, population type (urban, rural, suburban) and the local need for assistance to small business concerns owned and controlled by veteran's .
2. The applicant must provide a clear profile of the demographic and economic conditions in the proposed service area including the numbers of veterans, the numbers of service-disabled veterans, numbers of Reserve and National Guard units and members, percentage of the socially and economically disadvantaged, unemployment trends, and business and job creation activity. This may consist of data on the percent of population in the area that is below the poverty level, the percent of population with low to moderate income, and a breakdown of the racial, ethnic and gender makeup among veterans of the applicant's area of operation.

3. Describe the location for the planned project, its hours of operation, its access to and association with the target population and explain why the applicant believes it will appeal to the target clientele. The plan for the VBOC's work week should include weekend and weeknight hours and a plan for online counseling to serve clients during non-traditional hours.
4. If the proposed geographic area selected by the applicant is in the general proximity of an existing VBOC, the applicant must demonstrate through documentation or otherwise that its scope of services will not overlap or duplicate those of the existing VBOC. The applicant must also provide a written explanation describing how the target population that the applicant proposes to serve is not served by the existing VBOC.

D. Services and Activities to be Offered to Small Businesses Owned or Controlled by Veterans. (20 Points)

1. Applicants must provide a narrative, five-year plan with clear goals, measurable objectives, and time-phased activities that are results-oriented to increase business expansions and new business start-ups among prospective clients. The applicant must provide a detailed milestone chart and timeline for each of the five project years, showing when the objectives and planned activities will occur. The applicant must plan to increase its outputs by 10 percent each project year. (A summary of the outputs is provided in the Reporting Requirements, Attachment D.)
2. The plan must include long- and short-term training, counseling and technical assistance in the following areas:
 - a. Financial Matters – Projects must provide training and counseling on how to: prepare a loan package and secure business credit from lending sources; prepare and present financial statements; manage cash flow; understand and comply with tax laws, accounting principles (and welfare regulations where appropriate); and manage the financial operations of a business.
 - b. Management Assistance – Projects must provide training and counseling in how to effectively start-up and/or manage a business and engage in strategic business planning. Management assistance includes but is not limited to such areas as employee management, legal advisory information, operations, inventory control, and incorporation of technology. It should also include individual or group mentoring by successful veteran business owners or managers. The applicant must plan at least two ongoing mentoring roundtables each project year.
 - c. Legal Services - No costs associated (either directly or indirectly) with civil, criminal, or administrative litigation are allowable under this award. Although project funds may be used to pay the cost of non-litigation legal counseling services to either the recipient of this award or project beneficiaries, all parties receiving such services must agree in writing to waive any claims of privilege over such services with regard to SBA to the extent necessary for the agency to perform its monitoring and oversight functions.

d. Marketing Assistance – Projects must provide training and counseling on how to increase a business's capacity to prepare and execute marketing plans. Marketing assistance includes (but is not limited to): developing pricing, packaging, and distribution strategies; identifying and pursuing local and export contract opportunities; negotiating contracts; and using effective public relations, networking and advertising techniques as well as use of the internet for marketing purposes.

e. Government Procurement/Certification Assistance – Projects must provide veterans business owners with training and counseling in state or city or federal certification, and training on how to sell to local, state and Federal governments. Projects must have a plan to train veterans on how to obtain public and private sector contracts for veteran's business owners. Plans can include mentoring, training, bid and proposal preparation, matchmaking, networking teaming and partnering. Sites may consider having "Commerce Business Daily" (the official publication announcing Federal procurement opportunities, available at many libraries) and "Federal Acquisition Regulations" on-line for their clients. Projects must work with SBA district offices on procurement training opportunities and assistance.

f. Loan Packaging and Loan Assistance - Projects must provide counseling and training in the business loan application process and assist clients in the preparation of business plans and loan applications. Projects should detail plans to provide loan packaging services with an emphasis on SBA loans.

g. Internet Training – Projects must provide training in the business uses of the internet (including website design and development and electronic commerce (eCommerce)). The applicant must demonstrate its plans to provide up to six internet group training sessions during each year of this grant, introducing local clients to business uses of the internet (including web design and development) and to the Online Veteran's Business Outreach Center (OVBOC). The applicant must demonstrate its plans to provide at least an average of four hours per week for individual counseling and technical assistance through or concerning the use of the internet. Also, all applicants are strongly encouraged to create a clearinghouse function for the compilation and sharing of domestic-micro enterprise best practices. (Course offerings on computer training that are not business related are unallowable.)

The applicant must have e-mail capability to counsel and respond to client technical assistance questions, have access to the internet for staff and clients, and create and support its own website. Additionally, the applicant must link its VBOC website with the website of the Office of Veteran's Business Development.

Examples of Other Training - The applicant may also choose to propose additional training programs. For example, training programs that include specialized business services in the areas of home-based business, legal issues,

technology, accounting, leases, rural businesses, agri-businesses, child care, elder care, manufacturing, business expansion and franchising, international trade; and business programs helpful to veterans, persons off welfare, people with disabilities, and veterans transitioning from military service, and other categories of veterans in business.

The applicant's plan must also provide for servicing both start-up and established businesses. As more and more veteran's are already in business, many need technical assistance for business maintenance, expansions, buyouts, etc. The applicant must describe how these services will be provided.

The applicants must demonstrate its plan to increase clientele and performance outcomes by **10 percent** each year throughout the five-year period of the award.

The applicant must provide an evaluation design and method for measuring the outcomes of the project's objectives and complying with all required financial, performance, customer satisfaction, and follow-up reporting. The applicant must also provide a client follow-up plan to measure program effectiveness from year-to-year. The follow-up plan must be able to provide SBA with the following information.

- a. The number of individuals assisted.
- b. The number of start-up business concerns formed.
- c. The gross receipts of assisted concerns .
- d. The employment increases or decreases of assisted concerns.
- e. Number of jobs created/saved
- f. Contact information for all clients, including e-mail and other addresses.

E. Plans for Coordination with SBA and Other Community and Small Business Organizations to promote Veteran outreach. (10 Points)

1. Explain how your organization will collaborate with community-based organizations and SBA resource partners in carrying out this project.

2. The applicant must explain how it will interact and coordinate with, and not duplicate the services of SBA and SBA's resource partners (see definition in glossary). The applicant should demonstrate its involvement with SCORE, Small Business Development Centers (SBDC), and Women's Business Centers, and the SBA Micro Loan program's micro lenders and non-lender technical assistance providers, and other SBA resource partners under co-sponsorship arrangements and Memoranda of Understanding. To the extent practicable, the applicant should provide commitment letters and/or cooperative agreements that state the manner in which the recipient organization and its VBOC unit will cooperate to leverage resources, including outreach to local media.

3. The VBOC must initiate and maintain a close working relationship with the SBA District Director(s) and the District Office Veterans Business Development Officer(s) of the nearest SBA district office, supporting that district office's outreach efforts to veterans ,

The applicant must document its plans to:

- a. Utilize SBA as a resource partner and maintain close and recurring communications.
- b. Forward copies of all reports and pertinent correspondence to the GOTR.
- c. Assist SBA with conferences and special programs for veteran's .
- d. Include SBA in all outreach activities.
- e. Support SBA loan programs (e.g., hosting lending seminars for small veteran's -owned businesses, keeping track of the number of SBA and all other loans the VBOC helped secure, referring clients to local SBA lending partners for loans, etc.).
- f. Solicit SBA's participation at all veteran's business outreach center events.
- g. Regularly invite SBA personnel for prominent speaking roles.
- h. Openly display SBA brochures and SBA partnership posters (provided by SBA) in a prominent area at the veteran's business outreach center location.

4. The applicant must list the local services, resources and community organizations with which it will collaborate and explain how the collaboration will contribute to the success of the proposed project. The applicant must describe how it will integrate services with mainstream financial institutions in order to tap the skills and expertise of the institutions. The applicant must describe how it will collaborate with state and/or local governments, chambers of commerce, loan funds, community colleges, veteran's organizations and other local services to enhance entrepreneurial development for veteran and small business owners.

5. The applicant must include letters of support to verify local need and support for the proposed program. These letters/agreements must state the manner in which the signatory and the VBOC will cooperate to leverage resources, including outreach to local media. Also, the letters must substantiate that the applicant has a satisfactory record of performance, integrity and business ethics.

F. Financial Stability. (10 Points)

1. The applicant must provide a signed statement by a CPA that its financial system complies with OMB Circular A-110, Subpart C, section .21 through .28. The applicant must describe its plan to ensure accuracy of its financial recordkeeping and describe its practices regarding the receipt and expenditure of program funds. The applicant must plan to have an accountant to certify that support documentation exists for VBOC expenditures, and that financial records are on site and in required reports are reconcilable. Additionally, the applicant must plan to make financial records accessible to at least two staff persons and must plan to require two staff persons to approve VBOC expenditures and endorse VBOC bank drafts.

2. The applicant must provide a detailed development plan demonstrating how the funds will be used over the five-year length of the project.

3. The total administrative cost cannot exceed 5% of awarded SBA funds

4. The applicant must ensure that the VBOC funds will be clearly designated for VBOC project activities and services and that project funds will be maintained under a separate accounting code to prevent the appearance of commingling.

G. Geographic Location. (10 points)

Special consideration will be given to eligible applicants in areas with high veteran population.

H. Experience in previously serving as a Veterans Business Outreach Center or similar activity (10 points)

Experience providing outreach, mentoring, training and marketing assistance to the veteran population as a veteran business outreach center, or in the context of a small business development and support program with demonstratable and specific activity directed to veterans.

SECTION C - ADVANCE UNDERSTANDINGS

I. Applicants Must Meet All Requirements in the Program Announcement.

The SBA will not evaluate applications that do not meet the requirements stated in the program announcement. The SBA will not screen applications for eligibility until after the closing date for application acceptance. The SBA will attempt to notify applicants of ineligible proposals as soon as possible. However, the SBA is under no obligation to notify ineligible applicants before the closing date for the acceptance of applications under this program announcement. The SBA strongly urges all applicants to ensure all eligibility requirements are met and documented before sending an application.

II. The 51 Percent Rule.

At least 51 percent of the VBOC project's training, counseling and technical assistance services must be conducted by its staff and in facilities obtained by the recipient organization. An agency or organization is considered the recipient when it receives the award or is part of a joint venture that has been awarded the cooperative agreement.

Collaborative efforts with community-based organizations and SBA resource partners must be delineated under a written agreement. As stated above, such activities may not be included in the recipient organization's 51 percent requirement.

III. Joint Ventures.

A. If you participate in a joint venture that is formed solely to apply for this cooperative agreement, neither you nor your partners in the joint venture may also apply separately. However, if your joint venture was not formed solely to apply for this cooperative agreement, you and your partners may submit separate proposals. All parties within the joint venture must separately meet VBOC eligibility requirements in order to apply as a joint venture.

B. Applications from joint ventures must name the primary liaison with the Federal government, and include a copy of the joint venture agreement outlining responsibilities of each partner organization and the percentage of time each member organization will devote to the project. An authorized signature from each organization must appear on the agreement. The notice of award document to joint venture recipients will reflect the names of all parties within the joint venture.

IV. Conference Calls.

The VBOC recipient must engage in monthly conference calls with the Office of Veterans Business Development.

VI. Outreach Event.

The recipient must plan to hold a project outreach event within the first quarter of the project period. The activity must inform the public and press about specific plans or accomplishments of the project. The recipient must coordinate the event with the SBA district office and the Office of Veteran's Business Development.

VII. Option Year Funding.

Applicants shall include in the technical proposed budgetary needs for each of the five budget years. Applicants are advised that specific awards made under this announcement may consist of project periods up to, but not in excess of, sixty (60) months of performance. The project period may consist of five (5) twelve-month budget periods. Each additional twelve-month budget period beyond the original award may be exercised at the discretion of the SBA. Among the factors involved in deciding whether to exercise an option for continued funding are the availability of funds and satisfactory performance of the VBOC. The agency may adjust the amount of the option year award based on the performance of the VBOC.

Criteria	3-Tiered Ranking (A, B, C)		
	A=3 Points	B=2 Points	C= 1 Points
Number of clients served (weighted to take into account the market size/geographic location of the VBOC)			
Number of jobs created (weighted to take into account the market size/geographic location of the VBOC)			
Sound organizational experience and internal organizational structure <ul style="list-style-type: none">• VBOC maintained full-time staff (including director); VBOC maintained a stable and active board of directors• The VBOC is run as a separate unit within the organization and its budget is maintained under a separate accounting code• The recipient organization maintains full control of the VBOC's day-to-day activities and is responsible for hiring and firing staff			
Ability of applicant to reach a representative number of clients who are both socially and economically disadvantaged (weighted to take into account the market size/geographic location of the VBOC)			
Existing location and availability (hours of operations) of the Veteran's business outreach center			

Criteria	3-Tiered Ranking (A, B, C)		
Center assists clients in all levels of business growth and development (start-up and in business)			
Center provides both long-term and short term-counseling			
Coordination with SBA and other community and small business organizations			
Financial capability (indication of self-sufficiency)			
Customer satisfaction as measured through the individual course evaluations conducted by the VBOC and/or through surveys conducted by the SBA			
Unique programs to serve veterans			

VIII. Online Support.

The recipient agrees to limit its acceptance of website advertising, cross selling, and promotions to only those advertisers that are approved in advance by the grant office technical representative (GOTR). The recipient agrees not to accept advertising, cross selling or promotions from any advertiser promoting, offering, or selling alcoholic beverages, tobacco products, sexual products (including dating services and pornographic materials), illegal or controlled substances or materials; gambling and gaming devices, products or services; or any other products, services or materials inimical to the mission of this cooperative agreement or that do not assist small businesses and entrepreneurs, as determined by the SBA.

IX. Leveraging Resources.

VBOC training and/or informational materials (such as publications, training guides/materials, outline courses, online tools, websites, CD ROMs and videos) that are developed with VBOC program funds will be made available to SBA. As stated in the OMB Circular A-110, Subpart C . 36 (a), "...The Federal awarding agency reserves a royalty-free, nonexclusive and irrevocable right to reproduce, publish, or otherwise use the work for Federal purposes, and to authorize others to do so."

ATTACHMENT A **DEFINITIONS/ GUIDELINES**

Client – The client is the business, if it exists. In the case of a prospective business, the client is the individual (i.e., nascent entrepreneur). A client will be counted once in a fiscal year, with reporting to include both the number of sessions and the number of hours spent with the client.

Counseling – Services provided by a resource partner or SBA personnel to an individual and/or business that is substantive in nature and that relate to the formation, management, financing, and/or operation of a small business enterprise. Counseling is one-on-one and is specific to the client's individual needs, and requires the use of a signed SBA Form 641.

Economically Disadvantaged - Are those individuals whose ability to compete in the free enterprise system has been impaired due to diminished capital and credit opportunities as compared to others in the same or similar line of business, and who meet other requirements set out in 13 C.F.R. Part 124.104.

Electronic Commerce (eCommerce) - Is a term that has evolved from meaning electronic shopping to representing all aspects of business and market processes enabled by the internet and other digital technologies.

Grants Management Officer - Is the SBA official with delegated authority to obligate Federal funds by signing the notice of award.

Grant Officer's Technical Representative (GOTR) - Is the individual responsible for overseeing all aspects of the veteran's business outreach centers.

Informational Transfers - Information transfers are contacts with individuals of a substantive nature that can be considered counseling or training. Recipients must report information transfers using SBA Form 2226. Elements that should be reported on the SBA Form 2226, include the following: phone calls; information packets disseminated; newsletters; website visitors requesting information; clients using onsite library materials; and clients attending presentations that do not qualify as training events.

Mentoring - Is advice and guidance by an experienced business person or business owner or a small group of such individuals to one or more less experienced business persons or business owners over a significant period of time, usually on a regular basis, either one-on-one or in a group setting.

Mentor-Protégé Roundtable - Mentor-protégé roundtables link more experienced businesses over a significant period of time, usually on a regular basis, either one-on-one or in a group setting.

Nascent – Are those individuals who have taken one or more active steps to form a business according to the Kauffman Foundation. This includes individuals seeking assistance from SBA and/or one of its resource partners. ED has defined nascent as one of its three major market segments as follows. The other segments are, start-up, those individuals who have been in

business up to one year and, in-business, those businesses in operation more than one year and classified as small by the SBA.

Online Counseling – Must conform to the same quality standards as person-to-person counseling. (See definition of counseling above.) The recipient of the counseling must acknowledge, through an SBA Form 641 or an SBA approved “electronic substitute,” the requirements imposed by accepting counseling assistance from the SBA or its resource partner.

Online Training – Must conform to the same quality standards as person-to-person training. (See definition of training above.)

Program Income - Is gross income earned by the recipient that is directly generated by a supported activity supported with project funds or earned as a result of the award. Program income includes, but is not limited to, income from fees for services performed, the use or rental of real or personal property acquired under Federally-funded projects, the sale of commodities or items fabricated under an award, license fees and royalties on patents and copyrights, and interest on loans made with award funds. Interest earned on advances of Federal funds is not program income.

Recipient - Is defined as an eligible nonprofit organization awarded a cooperative agreement by SBA.

SBA Resource Partners - Are organizations that provide services through SBA funding or another recognized relationship with SBA. They include Small Business Development Centers (SBDC), SCORE, Women’s Business Centers (WBC), the SBA MicroLoan Program microlenders and non-lender technical assistance providers, and SBA Cosponsorship and Memorandum of Understanding partners.

Socially Disadvantaged - For this project are individuals who have been subjected to racial or ethnic prejudice or cultural bias because of their identities as members of groups without regard to their individual qualities; and who otherwise meet the definitions set out in 13 C.F.R. Part 124.103(a) and (c).

Training and Long-Term Training - An activity or event lasting 1 hour or more in which a counselor from a resource partner or SBA district office delivers a structured program of knowledge, information, or experience on a business-related subject to one or more people. Long-term training will consist of multiple sessions of at least 1 hour and will occur over a period of time. Sign in sheets and evaluations are required for each training event.

Project Director - Is a qualified individual designated by the recipient and approved by SBA to direct the veteran’s business outreach center (VBOC) project. This individual is a full-time (100%) employee of the recipient organization and is responsible for the proper management and conduct of the project.

Veteran’s Business Outreach Center (VBOC) - Is a 5-year community-based project that is funded under OVBD. The project is a planned scope of activities that provide business skills services targeted to service disabled veterans and veterans. The project operates as a unit of the recipient’s organization having its own budget for facilities, equipment and resources to carryout

project activities. The VBOC's services must include long-term training and counseling about financial, management and marketing assistance to benefit small business concerns owned and controlled by service disabled veterans and veterans.

Veteran-Owned Business - Is a small business concern owned and controlled by a veteran, either start-up or existing, which is not less than 51 percent owned by 1 or more veterans and the management and daily business operations are controlled by 1 or more veteran.

Service-Disabled Veteran Owned Business - The term "service-disabled veteran business" means a small business concern owned and controlled by service-disabled veterans, as defined in section 3(q) of the Small Business Act (15 U.S.C. 632(q)). The Department of Veterans Affairs provided service members who have been discharged or released from the armed forces under anything other than dishonorable conditions with a documentation that certifies the individual as a service disabled veteran.

ATTACHMENT B
REQUIRED APPLICATION FORMAT AND INSTRUCTIONS

I. Proposal Instructions

The technical proposal which must be identified as Part II, prepared in double space format, and not exceed 50 pages. It must include a timeline of the applicant's proposed goals, objectives, activities and costs for each year in the 5-year project term. Also the proposal should be completed with a table of contents and must be responsive to the evaluation criteria. Applicants are reminded to include documentation of the mandatory eligibility requirements in the technical proposal, including the 501(c) 3 verification from the U.S. Internal Revenue Service (IRS). Failure to provide the mandatory eligibility documentation will result in disqualification of the application, and the application will not be evaluated. In addition, incomplete or illegible (in whole or in part) applications will not be evaluated.

II. Budget Information

A. Instructions for Standard Form 424 (Application for Federal Assistance)

This guidance supplements that contained on the reverse side of the form.

- Item 1. Self-explanatory
- Item 2. Refer to instructions on reverse of form
- Item 3. Refer to instructions on reverse of form
- Item 4. Leave Blank
- Item 5. Refer to instructions on reverse of form
- Item 6. Refer to instructions on reverse of form
- Item 7. Refer to instructions on reverse of form
- Item 8. Enter: "new"
- Item 9. Enter: "U.S. Small Business Administration"
- Item 10. Enter: "59.044" Veteran's Business Ownership Assistance
- Item 11. Refer to instructions on reverse of form
- Item 12. Refer to instructions on reverse of form
- Item 13. Refer to instructions on reverse of form
- Item 14. Refer to instructions on reverse of form
- Item 15. Refer to instructions on reverse of form
- Item 16. Enter: Check "b." This program is not covered by E.O. 12372.
- Item 17. Refer to instructions on reverse of form
- Item 18. Refer to instructions on reverse of form

B. Instructions for Standard Form 424A (Budget Information)

The budget is the applicant's estimate of the total cost of performing the project or activity for which grant support is requested. The budget is to be based upon the cost of performing the project, including Federal and private sources. All proposed costs reflected in the budget must be necessary to the project, reasonable and otherwise allowable under applicable cost principles and Agency policies. All costs must be justified and itemized by unit cost on the Budget Worksheets (p. A-9).

Section A – Budget Summary

Column (A): Enter “OVBD”

Column (B): Enter the Catalog of Federal Domestic Assistance Number 59.044

Section B – Budget Categories

Amounts entered by budget category in this section are for summary purposes only.

Complete line 6a – 6k. Itemization and justification of specific needs by budget category (Section B) are to be shown on pages A-8 through A-10.under line 21, Section F.

Section C – Non-Federal Resources

Refer to instructions on reverse of form.

Section D – Forecasted Cash Needs

Refer to instructions on reverse of form.

Section E – Budget Estimates of Federal Funds Needed for Balance of the Project

Refer to instructions on reverse of form.

Section F – Other Budget Information

Line 21, Direct Charges

Identify and explain all items or categories under Section B in accordance with the instructions set forth below. The itemization must reflect the total requirements for funding from Federal and non-Federal sources. In most instances, Line 21 does not provide sufficient space to reflect all of the necessary information. Budget Worksheets are enclosed for your convenience. You may use these worksheets for the detailed budget information listed below or a reasonable facsimile; BUT each budget line item pertinent to your submission MUST ALSO be completed on the application. Please show a complete breakdown of all cost elements summarized in Section B on a separate sheet. Do not list on Line 21 any items included in the indirect expenses entered on Line 22 below.

- a. Personnel: List the name, title, salary and estimated amount of time for each employee who will be assigned to this project. Applicant must plan to have at least one full-time staff member. One of the full-time staffers must be the project director. Note that fees, expenses, and estimated amount of time for outside consultants should be included in f., Contractual. The VBOC will not expend more than 49 percent of the total project funds on contractors and consultants in conducting the project. Resumes of all personnel assigned to this effort must be included in the application.
- b. Fringe Benefits: Leave blank if fringe benefits applicable to direct salaries and wages are treated as part of indirect costs in the indirect cost rate negotiation agreement. If your organization does not have a Federally negotiated fringe benefit package, list each component included as a fringe benefit.
- c. Travel: Reimbursement will be made based on incurred cost. Estimates should be based on knowledge of the geographical area of small business locations. Reimbursement to contractors or volunteers will not be made for time in travel to and from the client's location. Supporting data should include numbers of trips

anticipated, costs per trip per person, destinations proposed, modes of transportation, and related subsistence expenses.

Line 22 Indirect Charges

(Attach Budget Worksheets or reasonable facsimile if sufficient space is not provided.)

Enter the indirect cost rate, date, and agency that issued rate.

If an indirect cost rate is not established, itemize elements and costs of overhead and G&A (General and Administrative) expense categories relative to the performance of this project.

III. Assembly and Mailing Instructions

A. To facilitate review and processing of the proposals, your submission must be electronic, as follows, in two parts:

Part I: COST PROPOSAL – This part is to be comprised of the Application, the Budget Information, and the Assurances and Certifications. The material identified as Part I must be bound separately from the Technical Proposal. DO NOT include any technical information in Part I, The Cost Proposal.

Part II: TECHNICAL PROPOSAL – This part is comprised of the Program Narrative, appendices, exhibits and documentation of mandatory eligibility requirements including the 501(c) tax-exempt documentation. The proposal should be completed with a table of contents and must be responsive to the evaluation criteria. The Technical Proposal must be bound separately from Section I and must not exceed 50 pages. DO NOT include any cost information in Part II, The Technical Proposal.

IV. Late Submission, Revisions and Withdrawals

Any Application received at grants.gov after 5:00pm Eastern Time will be automatically rejected.

V. Unsuccessful Applicants

After a decision has been reached and if your proposal is not successful, you will receive written notification. This written notice will be SBA's final response to this program announcement.

VI. Cancellation

SBA reserves the right to cancel this announcement in whole or in part at the Agency's discretion.

ATTACHMENT C FINANCIAL

I. Advance Payment.

The SBA may advance up to 25 percent of each year's Federal share awarded to a recipient organization after notice of the award has been issued are obtained and expended on project activities.

II. Program Income

All program income must be reported on financial reports submitted to the SBA. Program income must be added to funds committed to the project by the SBA and recipient organizations and may only be used to further eligible program objectives. Program income may be used as in the following order of priority: (1) to waive tuition or other fees for project participation of service-disabled veterans who are economically or socially disadvantaged; (2) for reasonable costs related to the project but not included in the initial budget subject to the written approval of the grants agreement officer; and (3) for continuation of project activities following exhaustion of the Federal funds and expiration of the current budget period.

III. Cost Principle

All costs approved for a successful applicant must meet the tests of necessity, reasonableness, allowability and allocability in accordance with the cost principles applicable to this award. All proposed costs are subject to pre-award audit. Recipients are responsible to ensure proper management and financial accountability of Federal funds to preclude future cost disallowances. Payment will be reimbursed or paid in advance as described in the cooperative agreement requirements.

IV. Carryover Request

The VBOC project director may request approval to carryover a Federal unobligated balance to the next budget period to make it available for spending during the next period. Carryover requests must consist of the following: (1) SF 424, budget pages and justification; (2) narrative indicating why the funds were not expended during the period in which they were awarded; and (3) OVBD approval. The carryover request must be made no later than 60 days before the end of the budget/project period for which the funds are available or the de-obligation process will begin. Approved carryover requests require the issuance of a revised notice of award. Expenditures for carryover requests must be tracked separately.

V. Travel Costs for VBOC Post Award Conference and Other SBA Training/Meetings

The applicant's budget proposal must include the costs for one annual, 2-4 day trip to Washington, DC or another location within the continental United States for primary staff personnel (the Project Director and an additional staff person) for training and meeting. SBA will specify the dates and locations of this meeting.

ATTACHMENT D **REPORTING**

I. EDMIS Reporting

The applicant must participate in SBA's Entrepreneurial Development Management Information System (EDMIS), i.e., data collection system. The SBA is continuing to develop a centralized system for collecting performance measurement data from its resource partners. The system will be a client specific data collection system that will collect, analyze, and report on the data collected. Resource partners may, if they feel the system meets all of their MIS needs, use EDMIS as their primary MIS; however, careful analysis should be done by the resource partner to ensure that the EDMIS system does in fact meet ALL of their data collection needs as many partners have more extensive data collection needs than SBA. Resource partners will be required to either manually enter data or upload batch files to the system. VBOCs must input data at least on a quarterly basis.

The EDMIS system will automate three SBA data collection forms: the SBA Form 641 (counseling), the SBA Form 888 (training) and the SBA Form 2226 (information transfers). All VBOCs will be required to use these standard forms. In addition to the elements on the standard forms, the system will collect other information specific to the VBOC Program. The VBOC must provide (1) the number of individuals receiving assistance, including those served via the internet; (2) the number of start-up business concerns formed, maintained or salvaged; (3) number of jobs created or saved and; (4) the number of hours of counseling and training provided and workshops conducted. Additionally, the agency will require the VBOC to report the percentage of clients that determined center services to be effective, highly effective, or ineffective.

II. Projected FY 2005 Outputs

The VBOC program collects and reports on the following data for use by the agency, Congress and the Office of Management and Budget. Below is an overview of data that we must report in FY 2005 and projected as FY 2006 Outputs for the VBOC program.

- Increase in the number of start-up clients
- Increase in the number of existing business clients
- Increase in the number of total clients counseled
- Increase in the number of total clients trained
- Increase in the number of information transfer contacts
- Increase in the number of clients counseled on-line
- Increase in the number of veteran, service-disabled veteran and Reserve Component member clients

Required data reporting for Outcomes for the VBOC Program:

- Number of specific outreach events and activities
- Number of business start-ups
- Number of business start-ups lasting more than one year
- Customer satisfaction rating in excess of 80% percent
- Measure the revenue growth of existing companies assisted (profit/loss)
- Employment increases/decreases (job creations)
- Gross receipts of assisted concerns
- Increases or decreases in profits of assisted concerns
- Number of businesses assisted, maintained or salvaged for Members of Reserve Components of the U.S. Military

Projected FY 2005 Management Initiatives:

- Completion of resource partner participation in EDMIS
- Participation in ED Impact Survey by assisting with client data and mailings
- Use of the online needs assessment process nationwide in all VBOCs
- Participation in design of methodology for program evaluations
- Development of on-line outreach and assistance program

III. VBOC Client Evaluation Forms

Evaluations must be collected from VBOC clients who receive continuous counseling or attend a VBOC training event. All VBOCs should develop internal procedures to ensure that these evaluations are performed on a regular basis and retain these documents on file.

II. Performance Reports

The recipient must submit quarterly performance reports during the term of the project. All reports must include statistical information in months identified in the contract for each Fiscal Year. The VBOC should also report a narrative description of program activities. The final report for the project year and must include a section that summarizes the year's activities, challenges, accomplishments and recommendations based on client feedback.

A. The recipient must electronically transmit the reports to the OVBD grants management officer. The SBA may withhold payments if reports are not received or are deemed inadequate in the SBA's sole discretion. The procedures are subject to change, as the EDMIS system develops.

B. The narrative section of the quarterly performance reports must include:

1. A comparison of actual accomplishments to the estimated milestones established for the reporting period.

2. Reasons for slippage in those cases where the milestones were not met, and a plan of action to overcome those slippages or a detailed statement of how the program will better serve veteran's business owners if the milestones are revised.

3. Other pertinent information, including unique features of the site, including:

- a. Success stories suitable for inclusion in newsletters and reports;
- b. News clippings, brochures, etc.;
- c. Names of staff and positions;
- d. List of board members and board chairperson, physical and e-mail addresses, phone numbers and fax numbers;
- e. Number of service-disabled and economically disadvantaged clients receiving scholarships for client tuition (i.e., waived tuition due to VBOC's receipt of program income).

III. Financial Reporting

- A. The recipient must submit quarterly financial reports (the fourth quarterly report serves as the final financial report). The recipient must send the original to the SBA's to the GOTR.
- B. The Financial Status Reports must be submitted on Standard Form 269 and the Federal Cash Transactions Reports (re: advance payment) must be submitted on Standard Form 272. Each quarterly financial report is to cover each 3-month period of the award. The final fourth quarter reports may include adjustments to previous reports.
- C. Financial reports shall be due no later than 30 days after the end of each quarterly reporting period. The final (fourth quarter) report is due 90 days after the end of each 12-month budget period. The final report must include a cost breakdown, by line item of actual financial expenditures of cost incurred. Grantees must submit the SBA Detailed Actual Expenditures worksheet for Period Covered by Request with the final Standard Form 269.

ATTACHMENT E **GUIDELINES**

U. S. Office of Management and Budget (OMB) Uniform Administrative Requirements and Cost Principles

A. The VBOC cooperative agreement incorporates by reference all applicable OMB Circulars, including:

1. OMB Circular A-21, “Cost Principles for Educational Institutions,” containing cost principles for educational institutions;
2. OMB Circular A-110, “Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Non-Profit Organizations,” containing administrative requirements;
3. OMB Circular A-122, “Cost Principles for Non-Profit Organizations,” containing cost principles for non-profits; and
4. OMB Circular A-133, “Audits of States, Local Governments, and Nonprofit Organizations,” concerning audits.

B. Current versions of OMB Circulars are available from the Office of Management and Budget’s website at: www.whitehouse.gov/OMB/circulars.

ATTACHMENT F
MOST FREQUENTLY ASKED QUESTIONS

1. Question: Are colleges and universities eligible to apply?

Answer: Yes. A college or university may apply.

2. Question: Can a VBOC awarded under this program announcement contract with an SBDC to provide training and/or counseling?

Answer: Yes. If the contract is no more than 49 percent of the total project funds. The VBOC cannot expend more than 49 percent of the total project funds on contractors and consultants in conducting the project. Recipient organizations of VBOC grants must maintain control of all services under the cooperative agreement, including the day-to-day management and operations of the project. At least 51 percent of the VBOC project's training, counseling and technical assistance services must be conducted by its staff and in facilities obtained by the recipient organization. The requirement that the VBOC project provide 51 percent of the services cannot be met through in-kind contributions from agencies and organizations that are not legally recognized as the recipient of the cooperative agreement.

Collaborative efforts of SBA resource partners must be delineated under a written partnership agreement. Such activities may not be included in the recipient organization's 51 percent requirement. To avoid double counting of clients served, it must be made clear in the contract with SBDC or other partner that all clients trained or counseled pursuant to such contract must be attributed solely to the VBOC project and cannot be attributed to the SBA grant to the SBDC or other partner. However, to offset the appearance of commingling, SBA prefers services to be provided pro bono between SBA resources partners.

3. Question: What are the key aspects of a successful veteran's business outreach center?

Answer: Adequate funds; a good financial management system; a strong board of directors with proven oversight and fundraising capability; a committed staff with strong entrepreneurial experience; a program that meets the unique needs of the target area's business veteran's ; a strong marketing plan; and close ties with the local SBA district office, its resource partners and the local business community.

4. Question: Is an applicant permitted to include a plan to collect fees by providing federal procurement certification(s) to veteran's business owners?

Answer: No. The VBOC program does not include this activity, other than as a no-cost service. SBA has contracted with other organizations to certify small businesses for the Small Disadvantaged Business (SDB) procurement program.

